



CGMA STRATEGIC CASE STUDY FEBRUARY 2019 EXAM ANSWERS

Variant 5

Marking Guidance

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The following marking guidance is based on CGMA Strategic Case Study Exam February 2019, Variant 5.

This marking guidance has been provided by CIMA for information purposes only. It is not to be considered exhaustive and alternative, valid approaches would earn marks.

Note: while the published weighting of competencies for the level would be reflected in the distribution of marks for each examination, there may be some small variations between different forms of the examination.

CIMA will not accept challenges to this marking guidance on the basis of academic judgement.

Marking Guidance

Section	Technical Skills		Business skills		People Skills		Leadership Skills		Integration	Total
1			Evaluate the strategic risks of implementing a product recall	15	Assess the role and responsibility of the directors in managing risk	15			3	33
2	Evaluate the potential impact of litigation could on financial performance	16					Advise on the creation of an effective team to respond to litigation	15	3	34
3	Evaluate impact of a shareholder's divestment on share price	7	Evaluate the need for a risk manager	8	Recommend approach to communication with public in order to restore confidence in products	8	Discuss the role of the audit committee in managing risk	7	3	33
		23		23		23		22	9	100